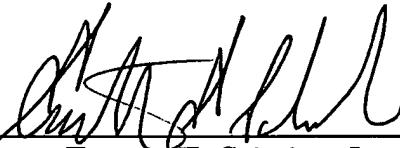


POWER OF ATTORNEY

On behalf of In-Store Media Systems, Inc., a Colorado corporation having a principal place of business at 15423 E. Batavia Dr., Aurora, Colorado 80011 being the assignee of and owning all right, title and interest in the invention entitled "A COUPON EXCHANGING AND CHECK WRITING SYSTEM," for which application for Letters Patent of the United States has been made by Everett E. Schulze, Jr., said application being having been filed on February 7, 1994, receiving Serial No. 08/192,639, and further identified as Attorney File No. 2937-2, I, Everett E. Schulze, Jr., President of In-Store Media Systems, Inc., appoint Michael D. McIntosh, Registration No. 26,305; David F. Zinger, Registration No. 29,127; Lesley Witt-Craig, Registration No. 26,578; Thomas R. Marsh, Registration No. 31,039; Craig C. Groseth, Registration No. 31,713; Michael L. Tompkins, Registration No. 30,980; Christopher J. Kulish, Registration No. 33,056; Sabrina C. Stavish, Registration No. 33,374; Todd P. Blakely, Registration No. 31,328; James L. Johnson, Registration No. 34,193; Lewis D. Hansen, Registration No. 35,536; Joseph E. Kovarik, Registration No. 33,005; Kent A. Fischmann, Registration No. 35,511; Gary J. Connell, Registration No. 32,020; David F. Dockery, Registration No. 34,323; John R. Posthumus, Registration No. 36,245; Ross E. Breyfogle, Registration No. 36,759; Mark H. Snyder, Registration No. 37,239; Kevin P. Moran, Registration No. 37,193; and Carol Talkington Verser, Registration No. 37,459, of SHERIDAN ROSS & MCINTOSH, 1700 Lincoln Street, Suite 3500, Denver, Colorado 80203, telephone number (303) 863-9700, as In-Store Media Systems, Inc.'s attorneys and agents with full powers of substitution, association and revocation to prosecute the application and related U.S. and foreign applications and to transact all business in the United States Patent and Trademark Office and all foreign and international patent offices connected therewith.

By: 

Everett E. Schulze, Jr.
President

Dated: 3-13-94